

User's Manual

Digital Photo Frame



PF730



Table of Contents

Introduction 	2
Package Contents 	2
Features 	2
System Requirements 	3
Safety Precautions 	4
■ General Use	4
■ Cleaning.....	4
■ Backing Up Data.....	4
Getting Started 	5
■ Setting Up the Photo Frame	6
■ Using a memory card or USB flash drive	6
■ Built-in Speaker	7
■ Navigation Buttons	7
■ Quick Menu.....	8
■ Options Menu	8
■ Adjusting the Volume.....	9
■ Remote Control	9
Connecting to a Computer 	11
■ Windows® 2000, XP and Vista	11
■ Mac® OS 10.0 or later	12
■ Linux® Kernel 2.4 or later	13
Photo Modes 	14
■ Thumbnail Mode.....	14
■ Photo View Mode.....	18
■ Slideshow Mode	20
Music Player 	22
Calendar 	25
Settings 	27
Troubleshooting 	34
Specifications 	35
Ordering Information 	35
Transcend Limited Warranty 	36

Introduction |

Congratulations on purchasing Transcend's PF730 Digital Photo Frame. Now you can easily display your entire photo collection at home or at the office. The Photo Frame can conveniently playback videos, photos and music from a variety of sources: USB flash drives, memory cards, or the Photo Frame's own on-board memory. You can operate the Photo Frame by using the menu buttons on the back of the Photo Frame or with its full-featured wireless remote control. The Photo Frame is also equipped with a rotation sensor that automatically adjusts your pictures to portrait or landscape position when you turn the Photo Frame. The Photo Frame's 2GB of built-in storage space lets you save your favorite videos, pictures and music inside the Photo Frame for instant playback without even having to use a memory card. You can also connect the Photo Frame to a PC via the USB port for direct access to its internal memory or any memory cards that are plugged into it. This User's Manual will give you step-by-step instructions and advice to help you get the best experience from your new device. Please read it in carefully before using the Photo Frame.

Package Contents |

Upon purchasing your Transcend Photo Frame, please make sure each of the following is included:

- Photo Frame
- Remote Control (battery included)
- Tabletop Stand
- AC Power Adapter
- USB Cable
- User's Manual CD
- Quick Start Guide
- Warranty Card

Features |

- Bright 7" (4:3) high-resolution color TFT LCD panel
- Built-in speaker for music playback
- View photos with background music from MP3s
- Supports USB flash drives and SD/SDHC/MMC/MS memory cards
- 2GB of internal memory – works even without a memory card
- Full motion video playback (Motion-JPEG only)
- Automatic rotation sensor for easy Landscape or Portrait setup
- Fully compliant with High-Speed USB 2.0 and backwards compatible with USB 1.1
- Direct USB connection to your PC for easy file transfers
- Select multiple photos for convenient one-step transfer to internal memory
- Slideshow, thumbnail, still picture, and zoom-in viewing options
- Attractive frame themes and animations to accent your pictures
- Important date/event reminders
- Clock, alarm and calendar functions
- Automatic Power-ON/OFF and Sleep timers
- Custom alarm clock settings - wake up to your favorite MP3 song
- User-selectable Color Modes to enhance the look of your photos

System Requirements |

System requirements for connecting the Photo Frame to a computer:

- 100~240V voltage power outlet for the AC adaptor
- Desktop or notebook computer with a working USB port
- One of the following Operating Systems:
 - Windows® 2000
 - Windows® XP
 - Windows Vista®
 - Mac® OS 10.0 or later
 - Linux® Kernel 2.4 or later

Safety Precautions |

These usage and safety guidelines are **IMPORTANT!** Please follow them carefully to ensure your own personal safety and help protect your Photo Frame from potential damage.

■ General Use

- For indoor use only.
- Avoid using or storing the Photo Frame in an extreme temperature environment.
- Never allow the Photo Frame to come in contact with water or any other liquids.
- Do not use this product in environments with strong magnetic fields or excessive vibration.
- Only use the Transcend provided AC adapter with the Photo Frame. Use of other adapters may cause fire or explosion.
- Never cover or seal any of the holes on the Photo Frame.
- Unplug the Photo Frame if you do not plan to use it for an extended period of time. This prevents accidental damage or corrosion.
- To protect your health and your hearing, keep the Photo Frame's music volume below 80 decibels and do not listen for an extended period of time.

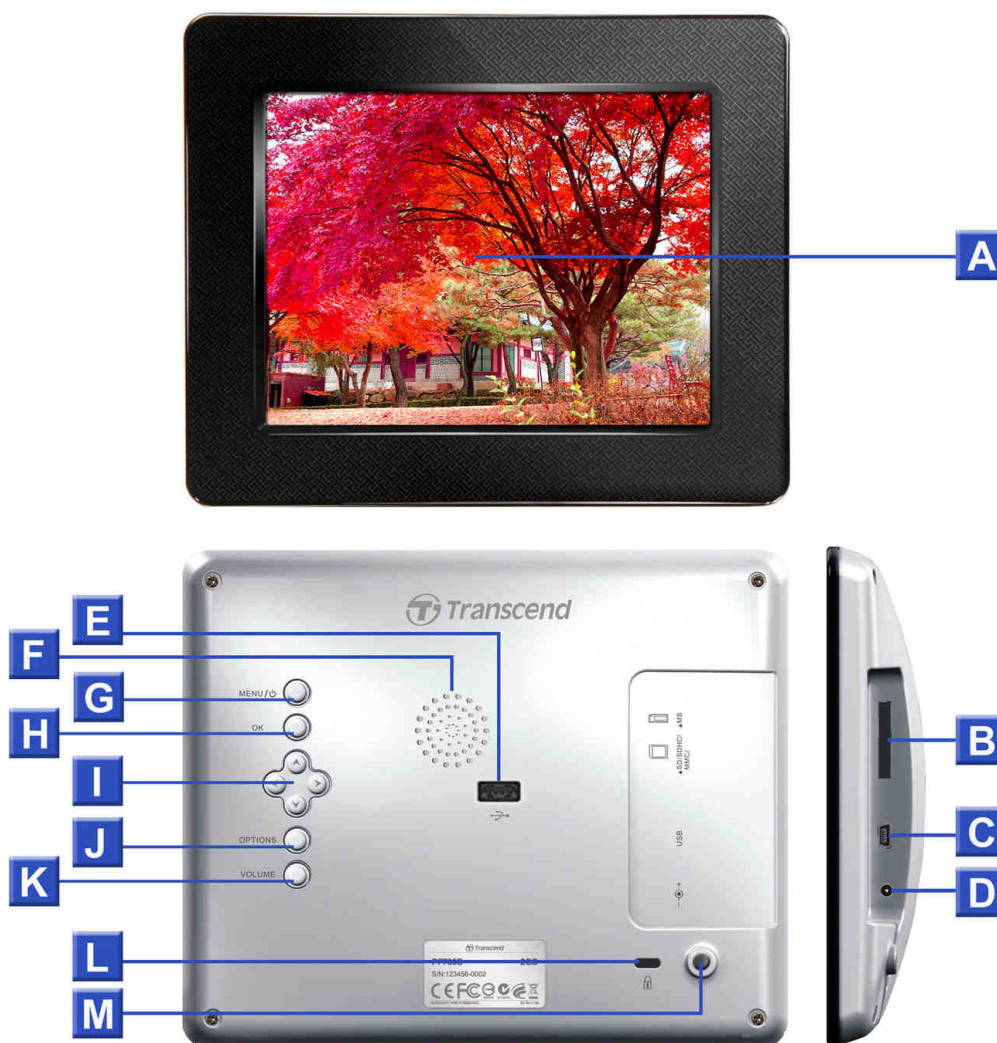
■ Cleaning

- The screen is very delicate and can be damaged by pressing on it with excessive force.
- Use a soft non-abrasive cloth, such as for cleaning camera lenses to gently wipe the screen

■ Backing Up Data

- **Transcend does NOT take any responsibility for data loss or damage during operation.** If you plan to plug a memory card or USB pen drive into Photo Frame, we strongly advise that you first backup the data in those storage devices to a computer or other storage medium before using them in Photo Frame.
- To ensure High-Speed USB 2.0 data transfer rates when connecting your Photo Frame to a computer, please check that the computer has the relevant USB drivers. If you are not sure how to check this, please consult the computer or motherboard User's Manual for USB driver information.

Getting Started |



A	7" LCD Panel
B	SD/SDHC/ MMC/ MS Slot
C	Mini-B USB Port (PC Connection)
D	DC Power Input
E	USB Port (Flash Drives)
F	Built-in Speaker
G	Menu/Power Button
H	OK Button
I	Navigation buttons
J	Options Button
K	Volume Control Button
L	Security Lock Attachment
M	Stand Attachment Hole


■ Setting Up the Photo Frame

1. Attach the Tabletop Stand to the back of the Photo Frame by screwing it clockwise into the Stand Attachment Hole shown above.



2. Once the stand is attached, the Photo Frame may be positioned vertically or horizontally (Landscape or Portrait orientation)
3. Connect the power adapter cable to the DC power input jack on your Photo Frame.
4. Plug the power adapter into a wall outlet.



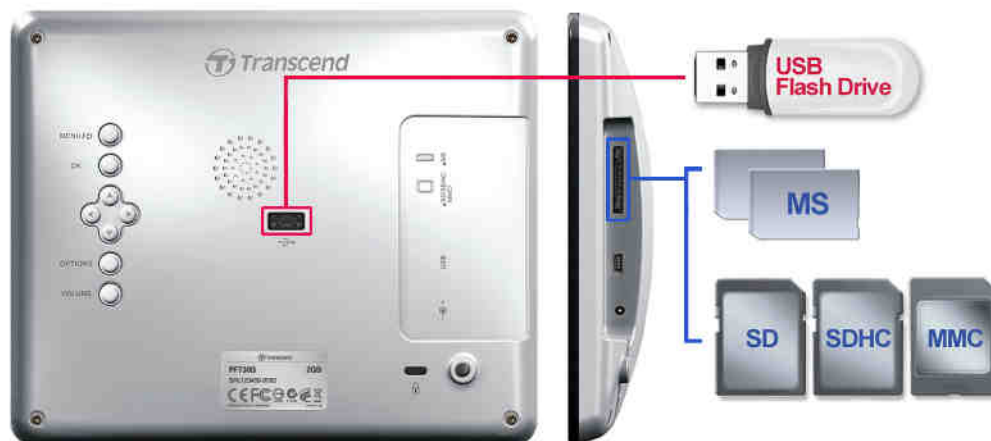
5. The Photo Frame will automatically turn on. If it is already plugged in, press the power button on the back of Photo Frame, or press  on the remote control.
6. To remove the Tabletop Stand, simply twist it counter-clockwise to unscrew it from the Photo Frame.



■ Using a memory card or USB flash drive

1. Insert a memory card or USB flash drive into its appropriate slot on the Photo Frame.
2. Once a memory card or USB flash drive is plugged in, the Photo Frame will automatically begin slideshow playback of all photos available on your memory card or flash drive.

3. The Photo Frame will revert to Photo View mode if you unplug a memory card or USB flash drive while displaying photos. Note: never unplug a memory card or flash drive when files are being transferred to or from the internal memory (My Favorites)



■ Built-in Speaker

The Photo Frame includes a built-in speaker for playing back background music during slideshows, or for listening to MP3 music or watching videos.



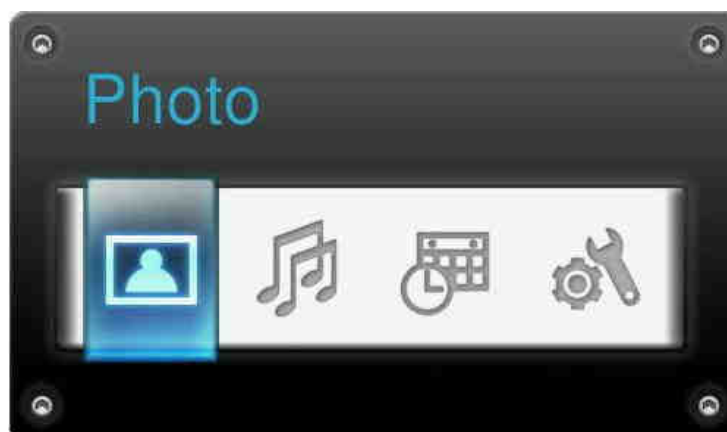
■ Navigation Buttons

On the back of the Photo Frame, there are eight navigation buttons used for browsing through menus, selecting files, and accessing the Photo Frame's numerous features.



■ Quick Menu

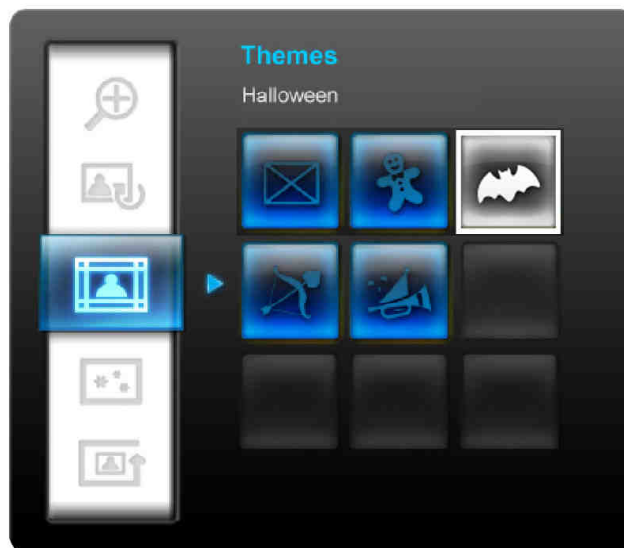
The Quick Menu is a fast and easy way to open the Music Player, the Calendar, or the Settings menu when not using the discrete shortcut buttons on the remote.






















1. Press **MENU / ⏻** or **⏮** to display the Quick Menu.
2. Use **⏪ / ⏩** to select the feature you want to open and press **OK**.
3. If the Music, Calendar, or Settings window is already open, select PHOTO to close it.
4. To exit the Quick Menu, simply press **MENU / ⏻** or **⏮** again.

■ Options Menu

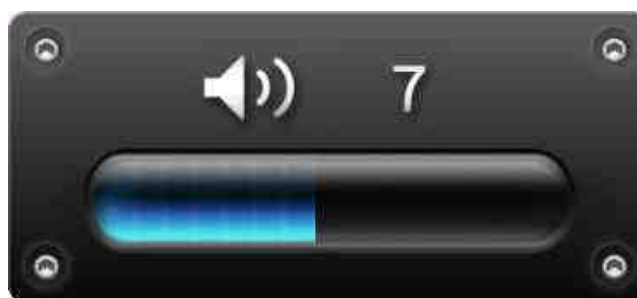
The Options menu allows access to additional functions that are available for the current mode (Slideshow, Calendar, etc.).










1. Press **OPTIONS**  or  to show the Options window.
2. Use the / and / buttons to select an option and press the **OK**  button to open its submenu.
3. To select a different option, press the  button and use the  and  buttons to scroll through the other available options, then press **OK**  or  to move the cursor to the currently highlighted option's submenu on the right hand side.
4. Use the / and / buttons to browse through the available items within each option and press **OK**  to access the highlighted item or open its sub-menu.
5. Press **OPTIONS**  or  at any time to close the Options window.

■ Adjusting the Volume


The Volume Control allows you to adjust the volume level of music playback.




























1. Press the **VOLUME**  button or  /  to show the Volume Control window.
2. Use / to set your desired volume and press **OK**  to confirm.
3. Press **VOLUME**  button again to close the Volume Control window or simply wait a few moments for it to disappear.



■ Remote Control

Your Photo Frame comes with a compact, easy-to-use remote control. You can fully operate your Photo Frame with either the navigation buttons on the front of the Photo Frame or by using the remote control. Note that when using the remote control you should always aim it directly at the front of your Photo Frame

and make sure there are no obstacles in the way. All icons like  shown in this User's Manual and the Quick Start Guide represent functions that you can access directly from the remote control for easy, straightforward operation of your Photo Frame.



-  : Open the **Music Player**, **Calendar** or **Settings Menu**
-  : Display or hide the Music player
-  : Display or hide the Calendar
-  : Open the settings menu
-  : Switch to Thumbnail mode
-  : Switch to Photo View mode
-  : Switch to Slideshow mode
-  : Enables multiple photo selection in Thumbnail mode
-  : Select the item you want to view or function you want to perform.
-  : Show / hide additional functions available for the current mode.
-   : Display the next or previous page of available items
-  : Show / hide available music files for audio playback
-  : Add or delete the current photo, video, or music file from the Photo Frame's internal memory.
-  : Browse the contents of the Photo Frame's internal memory (My Favorites)
-   : Play/pause, or stop music at any time.
-   : Skip to the next or previous available music track or video clip.
-    : Adjust music volume (up / down / mute).
-  : Cycle between music and video repeat modes.
-   : Rotate or zoom-in on photos displayed in **Photo View** mode.

-  : Change the brightness of the screen.
-  : Enable the sleep timer to automatically shut down the Photo Frame.

Connecting to a Computer |

If you want to transfer pictures and music between the Photo Frame and your computer, connect the Photo Frame to a USB port on your computer using the provided USB cable.

1. Turn on the Photo Frame.
2. Plug the small end of the USB cable into the Mini-B USB port located on the left side of the Photo Frame.




3. Plug the large end of the cable into an available USB port on your desktop or notebook computer.



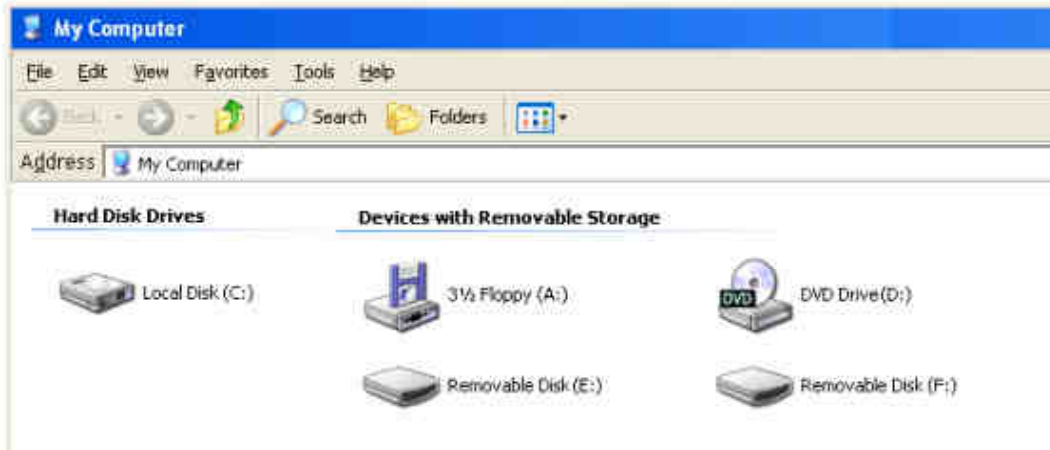
WARNING! You must plug in the AC adapter to provide the power necessary to run the Photo Frame when connecting to a computer.

■ Windows® 2000, XP and Vista

No drivers are required for connecting Photo Frame to your desktop or notebook computer. Windows® Operating Systems have built-in drivers to support your Photo Frame. Upon successful connection to your computer, a new Removable Disk drive with a newly assigned drive letter representing the Photo Frame will automatically appear in the My Computer window and a Removable Hardware  icon will appear in the Windows System Tray.



Your Photo Frame is now ready to transfer data just like an external hard drive. A number of **Removable Disk*** drives with newly assigned drive letters representing the Photo Frame's card slots (and its onboard memory) will appear in the **My Computer** window. You can transfer your pictures and music to the Photo Frame by simply dragging-and-dropping files or folders onto these **Removable Disk** drive letters.



*Note: E: and F: are example drive letters - the letters in your "My Computer" window may differ

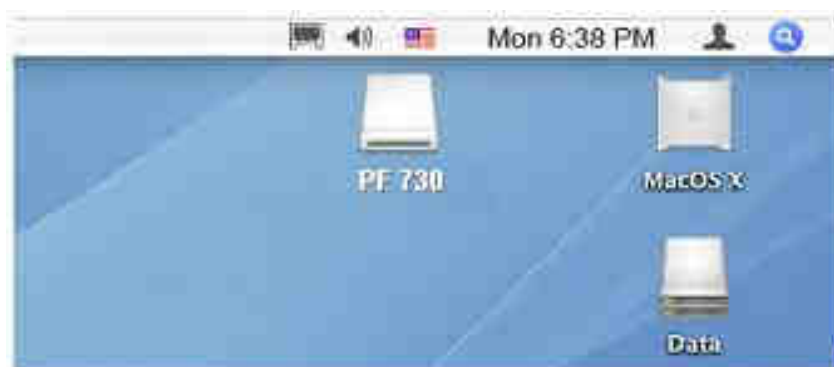
Proper removal of your Photo Frame (from Windows):

1. Click once on the **Removable Hardware** icon  in the system tray.
2. The **Safely Remove Hardware** pop-up window will appear. Select it to continue.
3. A window will appear stating, **"The 'USB Mass Storage Device' device can now be safely removed from the system."** Unplug your Photo Frame from the USB port after this message appears.



■ Mac® OS 10.0 or later

No drivers are required. Plug your Photo Frame into an available USB port and your computer will automatically detect it.



Proper removal of your Photo Frame (from Mac OS):

First drag-and-drop the Disk icon corresponding to your Photo Frame into the trashcan then unplug your Photo Frame from the USB port.

■ Linux® Kernel 2.4 or later

No drivers are required. Plug your Photo Frame into a USB port and mount it.

1. First create a directory for the Photo Frame.

Example: `mkdir /mnt / Photo Frame`

2. Then, mount the **Photo Frame**.

Example: `mount -a -t msdos /dev/sda1 /mnt / Photo Frame`





Proper removal of your Photo Frame (from Linux):

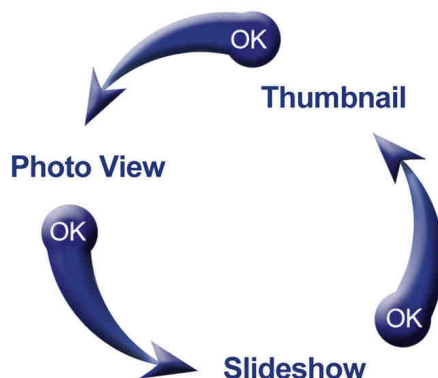
Execute **umount /mnt/ Photo Frame** to un-mount the device. Then unplug your Photo Frame from the USB port.



1. **WARNING!** To prevent data loss, always follow the proper removal procedures when disconnecting the Photo Frame from your computer
2. When Photo Frame is connected to a computer, it can only be used for transferring files. You will not be able to use any of the Photo Frame's audio or video features at this time. Please disconnect your Photo Frame from the computer to resume normal viewing or listening.
3. The USB flash drive port will not function while the Photo Frame is connected to your computer via the Mini-USB port.
4. NEVER format your Photo Frame.








Photo Modes |

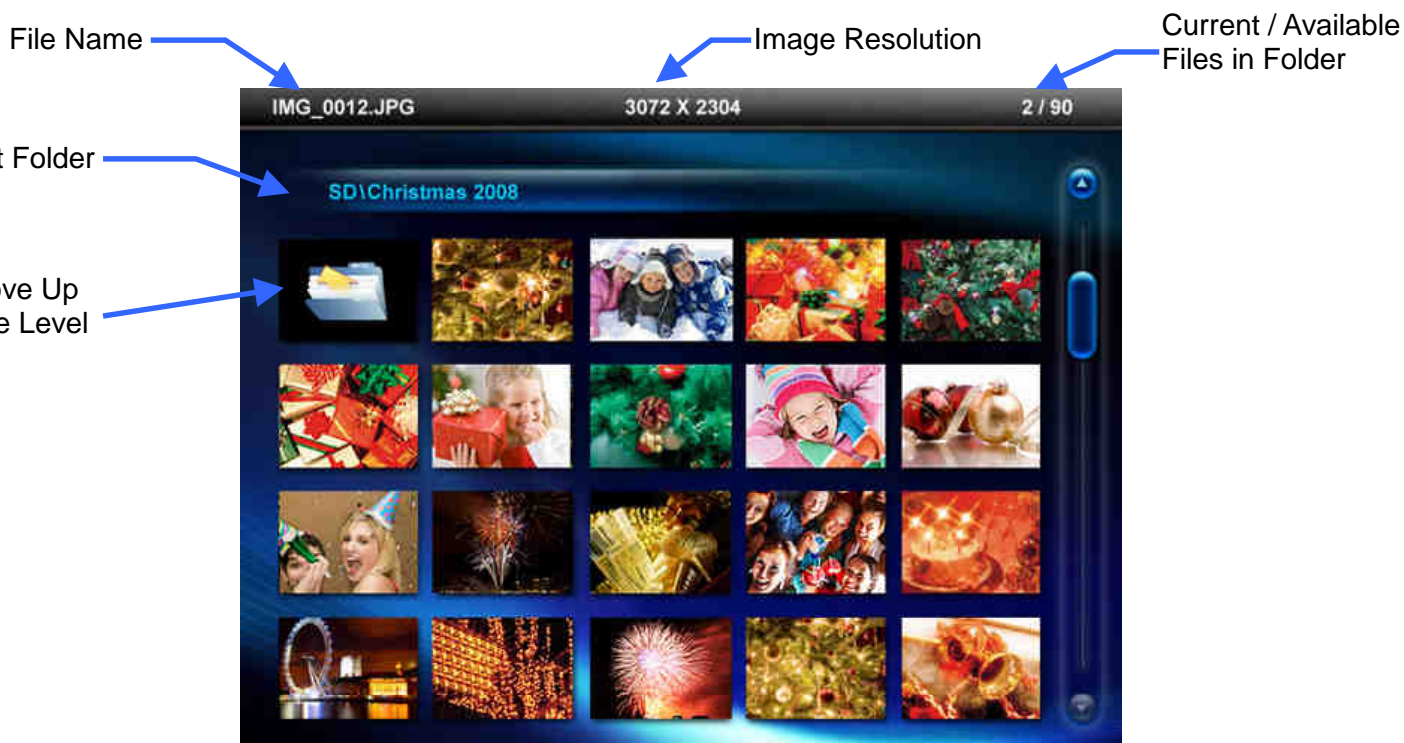
The Photo Frame has three basic modes – **Thumbnail**, **Photo View** and **Slideshow**. The Thumbnail mode lets you browse for specific photos, the Photo View mode is for displaying a single picture at a time, and the Slideshow mode will automatically display all available photos. Press **OK**  to switch between each mode, or press ,  or  on the remote control.



Thumbnail Mode

The Thumbnail Mode allows you to browse thumbnails of all photos in the current source (memory card, USB flash drive, etc.). **20** thumbnails per page will be displayed. Directly above the thumbnail pictures, the current folder and its location on the storage device (internal memory, USB flash drive, or memory card) will be shown.

1. Use the , ,  and  buttons to navigate to the thumbnail representation of the photo, video, or folder you want to open and press **OK** .
2. To exit a folder and move up a level, select the  arrow icon in the top left corner of the screen and press **OK** .



Options:



Add to / Remove from My Favorites (📌❤️): Copy the currently selected photo in the Thumbnail viewer to the Photo Frame's internal memory (when the viewing source is a memory card or USB flash drive). To remove a photo from the internal memory, select "My Favorites" as the viewing source, navigate to the desired thumbnail to remove, and then choose "Remove from My Favorites."



Sort By : Select sort by date or filename

- **Date:** Sort by create date of the file
- **Name:** Sort by file name



Photo Order (MODE): Adjusts the order photos are displayed when pressing ⏪ and ⏩.

- **Normal:** Display all available photos sequentially.
- **Random:** Display all available photos randomly.
- **Normal in Folder:** Display all photos in the current folder sequentially.
- **Random in Folder:** Display all photos in the current folder randomly.



Video Repeat Mode (MODE): Set the repeat mode of video playback.

- **Normal:** Play all sequentially
- **Repeat One:** Play select one repeatedly
- **Repeat All:** Play all repeatedly
- **Repeat all in folder** : Play all video available in current folder repeatedly.



Background Music: Enable or disable background music.

- **On:** Turn on mp3 music. The Photo Frame will automatically find and play music files on the same memory device that is being used to display photos. Playback settings (repeat, etc.) applied in MUSIC feature will be used. Use ⏮/⏭ on the remote to skip through available

songs. If there are no music files on the current storage media, no music will be played.

- **Off:** Turn off all background music.



Select Multiple Photos: This option lets you select multiple photos to copy to the Photo Frame's internal memory. 20 thumbnails with check boxes will be displayed per page. Use the UP, DOWN, LEFT and RIGHT buttons to move between images and press **OK** to check/uncheck individual photo or folder. To move up one level, select the arrow icon in the top left corner.



Options for Selecting Multiple Photos:



- **Select All:** Select all items in current media source.
- **Deselect All:** Deselect all items in current media source.
- **Select All On Page:** Select all items on current page.
- **Deselect All On Page:** Deselect all items on current page.
- **Select Inverse:** Select all un-selected items, and deselect all selected items.
- **Slideshow of Selected Photos:** Start a slideshow with currently selected photos.
- **Add to / Remove from My Favorites (±♥):** Copy the currently selected photo(s) or folder(s)

to or remove from the Photo Frame's internal memory. Note: the "Remove" option will be shown when the viewing source is set to "My Favorites." (📁)



Select Source: Change the media source to browse thumbnails from. Use the LEFT and RIGHT buttons to select one of the available storage devices and press **OK**.

Video Playback:



To play a video, use the Thumbnail mode to highlight the video file you want to play and press **OK**.

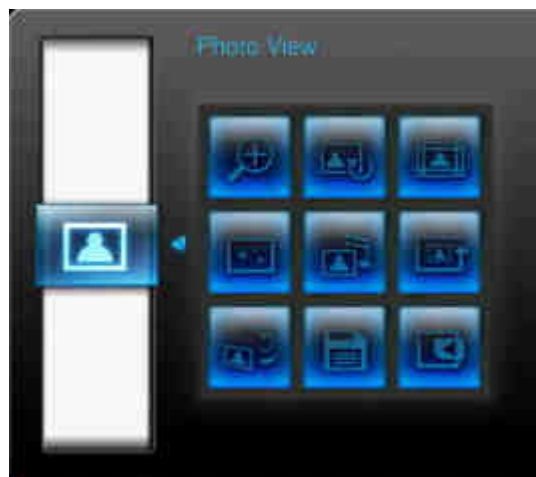
1. Press **OK** (⏻) or **▶||** to pause, and again to resume.
2. Adjust the volume by pressing **VOLUME** (🔊) on the back of the photo frame or by pressing **🔊+** / **🔊-** or **🔊** on the remote.
3. Press **⏮** to go back to the previous video and **⏭** to play the next available file.
4. Press **⏹** to stop the video and return to the Thumbnail mode.
5. Press **MODE** on the remote to quickly switch between video repeat modes.

■ Photo View Mode

You can view, zoom-in, or rotate a single photo in Photo View mode. Use the ◀ and ▶ buttons to view the next or previous photo available.



Options:



Zoom: Select this item to choose between 1x, 2x and 4x zoom modes in the Zoom submenu. You can also press ⊕ on the remote to automatically zoom-in on the current photo.






Rotate: Select this item and choose between clockwise 90°, 180° and 270° in the Rotate submenu. Pressing ⌚ will rotate the current photo clockwise 90° each time you press it. (Rotate function only enabled at 1x zoom)



Themes: This option brings up a submenu that lets you select theme frames to wrap around your photos while viewing in Slideshow or Photo View. Use the ◀/▶ and ▲/▼ buttons to highlight None, Xmas, Halloween, Valentine's Day or New Year, then press **OK** to confirm.



Animation: With this feature, you can add fun animated effects to your pictures. Use the ◀/▶ buttons to select an effect.

and / buttons to highlight None, Snow, Pumpkins, Hearts, or Fireworks, then press  to confirm.



Background Music: Enable or disable background music while viewing photos.





- **On:** Turn on mp3 music. The Photo Frame will automatically find and play music files on the same memory device that is being used to display photos. Playback settings (repeat, EQ, etc.) applied in MUSIC mode will be used. Use / on the remote to skip through available songs. If there are no music files on the current storage media, no music will be played.
- **Off:** Turn off all background music



Photo Order (MODE): Adjusts the order photos are displayed when pressing  and .

- **Normal:** Display all available photos sequentially.
- **Random:** Display all available photos randomly.
- **Normal in Folder:** Display all photos in the current folder sequentially.
- **Random in Folder:** Display all photos in the current folder randomly.






Set as Background Image: Use the current photo as a wallpaper image in Calendar mode and Music Player mode (will also copy the picture to internal memory).



Save to file: Copy the current photo (with theme) to “My Favorites.” The photo will be resized to fit the Photo Frame’s screen resolution and its theme will be saved as a new file in the internal memory for future access.



Select Source: Change the media source to browse photos from. Use the  and  buttons to select one of the available storage devices and press .

■ Slideshow Mode

This mode starts slideshow playback of all photos in the selected source. Slideshow mode will play based on the settings in the Options menu.



Options:



Background Music: Enable or disable background music while viewing photos.

- **On:** Turn on mp3 music. The Photo Frame will automatically find and play music files on the same memory device that is being used to display photos. Playback settings (repeat, EQ, etc.) applied in MUSIC mode will be used. Use ⏮/⏭ on the remote to skip through available songs. If there are no music files on the current storage media, no music will be played.
- **Off:** Turn off all background music



Photo Order (MODE): Adjusts the order photos are displayed when pressing ⏮ and ⏭.

- **Normal:** Display all available photos sequentially.
- **Random:** Display all available photos randomly.
- **Normal in Folder:** Display all photos in the current folder sequentially.

- **Random in Folder:** Display all photos in the current folder randomly.



Slideshow Interval: Adjust the amount of time each picture stays on the screen. In the Slideshow Interval submenu, press / or / to highlight either: 5 sec, 10 sec, 30 sec, 1 min, 10 min or 30 min. Press to confirm.



Slideshow Transition Effects: Change the way the screen transitions between each photo. In the Transition Effects submenu, use the / or / buttons to select the desired effect and press to confirm.



Themes: This option brings up a submenu that lets you select theme frames to wrap around your photos while viewing in Slideshow or Photo View. Use the / or / buttons to highlight None, Xmas, Halloween, Valentine's Day or New Year, then press to confirm.





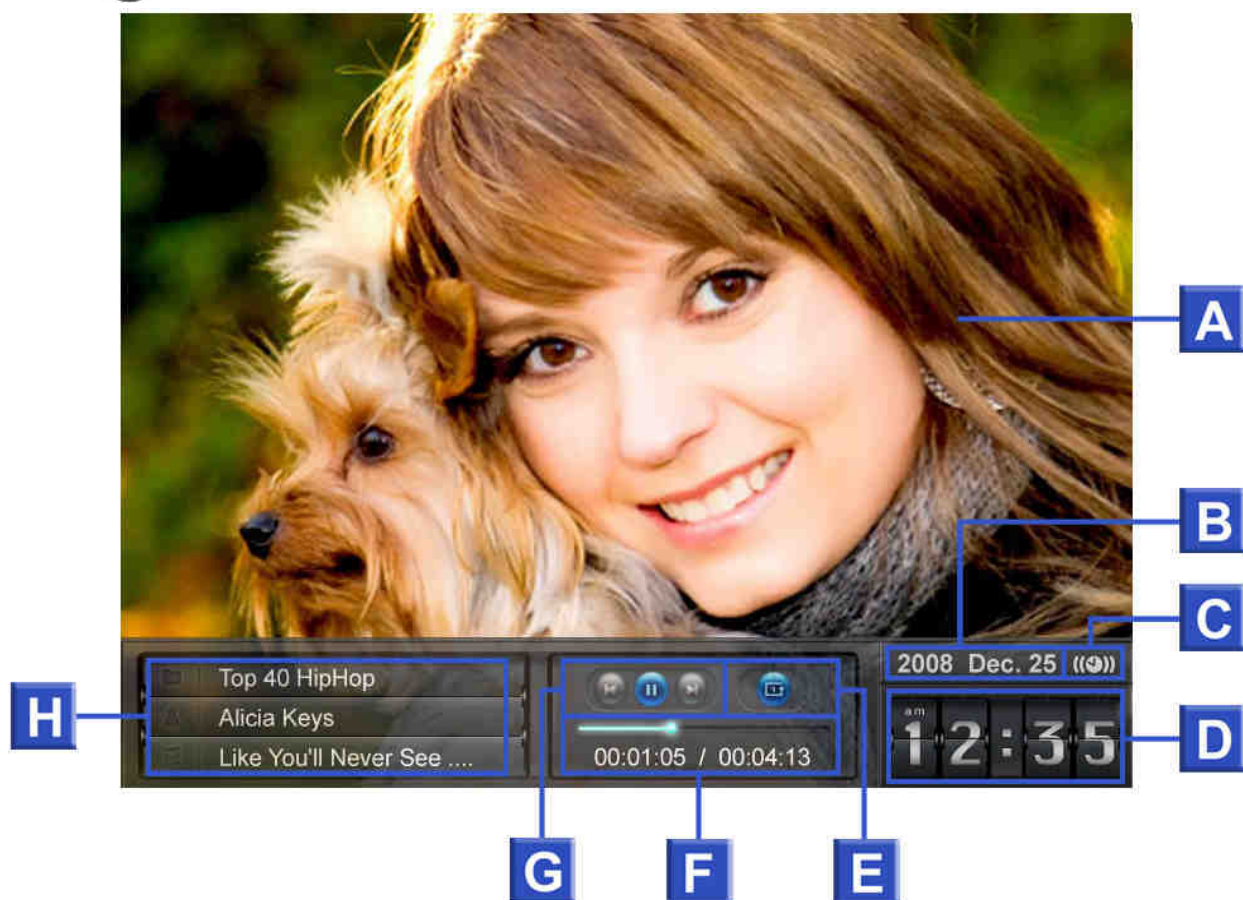
Animation: With this feature, you can add fun animated effects to your pictures. Use the / or / buttons to highlight None, Snow, Pumpkins, Hearts or Fireworks, then press to confirm.















Select Source: Change the media source to play slideshows from. Use the and buttons to select one of the available storage devices and press .

Music Player |

The Music Player shows song information, the date, and the current time on the bottom of the screen while displaying a photo or slideshow of your choice. The Music Player can be opened or closed any time by pressing the  button on the remote or by pressing **MENU** /  and selecting the **Music** icon.



	ICON	INDICATION
A	Picture Display	Displays either a single background image or a photo slideshow
B	Date	Today's date (Year, Month, Day)
C	Alarm on / off	Displays an alarm icon when the alarm is enabled
D	Time	Displays the current time (Note: AM / PM will be shown when 12Hr time format is enabled in the Settings menu)
E	Repeat Mode	       Normal Repeat One Repeat All Random Normal in Folder Repeat in Folder Random in Folder
F	Track Time & Progress Bar	Indicates the track length and current position
G	Play Status	     Play Pause Stop Previous Next
H	Album / Artist / Song	Displays album title, artist name, and song title (respectively)

The **Music Player** functions are familiar and easy - just like any other player:

1. Press to play music and again to pause.
2. Press to stop the music.
3. Adjust the music volume by using the **Volume Control** or by pressing or on the remote.
4. Press to go back to the previous track and to play the next song available.
5. Press on the remote to quickly switch between music Repeat modes.
6. Press to open the **Playlist** and select folders or songs to play. Music will keep playing unless you press to stop the music.

Options:



This menu shows list of options available in the **Music** mode. Some of these options are available on the remote or by using the menu buttons on the front of the Photo Frame.

1. Press and use the / or / buttons to highlight the desired menu option.
2. Press to access the highlighted function or open its sub-menu.



Playlist (): Choose “**Playlist**” from the **Options menu** or press () to open the Playlist. The Playlist lets you browse for individual songs in specific folders. The directory path is shown at the top of the window. In the Playlist you will see all file folders available on the current storage device. Use the and buttons to move to the desired folder. You can enter a folder by pressing or , and exit or move up a level by pressing or selecting . Once you have located the music file you want to play, press or to start playing the song in Music Player. To close the Playlist without playing a song, press and select “Close” or simply press the Playlist button () again.



Add to / Remove from My Favorites (±♥): Copy the current highlighted music file from your storage media (Memory card or USB flash drive) to Photo Frame's internal memory. To delete songs from the internal memory, change the media source to **"My Favorites"** and select Remove from My Favorites from the Options menu.



Set as Music Alarm: Set the selected song as your alarm clock sound. To select the Music Alarm or other alarm sounds, go to "Settings > Alarm > Alarm Sound."



Repeat Mode (MODE): Choose a repeat mode to playback multiple music files: Normal, Repeat one, Repeat all, Random, Normal in folder, Repeat in folder and Random in folder.





Always show Music player: When this option is selected, the Music Player will always be displayed at the bottom of the screen in Photo View or Slideshow mode, even if not playing music. This option is mutually exclusive with "Always show Calendar," which means the Music Player and Calendar cannot appear at the same time.



Select source: Select the media source to browse and play music from. Use the ◀ and ▶ buttons to select one of the available storage devices and press **OK**.

Calendar |

With Calendar feature, your Photo Frame becomes an attractive desktop calendar and clock that lets you set important date reminders and display your favorite photos, too. The Calendar feature displays a monthly calendar and digital clock at the bottom of the screen while displaying a photo or slideshow of your choice. The Calendar can be opened or closed any time by pressing the  button on the remote or by pressing MENU /  and selecting the **Calendar** icon.



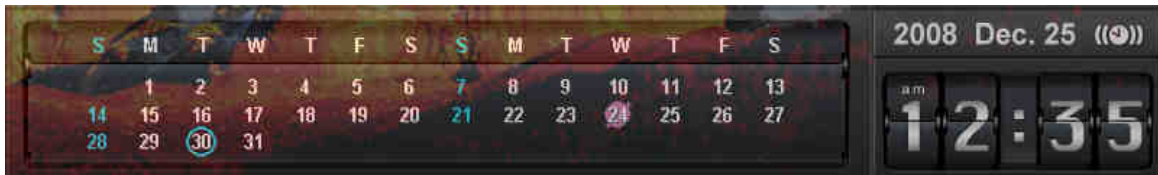
Options:





Important Dates: You can earmark your important dates on the calendar screen. Follow the steps below to highlight important dates on the calendar:

1. Select “Important Dates” from the **Options** menu.
2. Four mark types are available and are represented by different colors: None, Birthday, Party, and Date. Choose one and press **OK**.
3. Press / to switch between **year**, **month** and **day**, and press / to adjust the value.
4. Press **OK** to confirm and mark that day.



First Day of the Week: Set the calendar to display either “**Sunday**” or “**Monday**” as the first day of the week.





Always show Calendar: When this option is selected, the Calendar will always be displayed at the bottom of the screen in Photo View or Slideshow mode, even if not playing music. This option is mutually exclusive with “Always show Music Player,” which means the Music Player and Calendar cannot appear at the same time.











Save to file: Copy the current photo (with theme) to “My Favorites.” The photo will be resized to fit the Photo Frame’s screen resolution and its theme will be saved as a new file in the internal memory for future access. The current calendar day and time will also be saved as part of the image

Settings |

The **Settings** menu includes advanced features that let you adjust the photo frame's display, set the time/date/alarm clock, change languages, and even configure the photo frame to automatically turn on and off at certain times of the day. The Settings menu can be opened or closed any time by pressing the  button on the remote or by pressing **MENU / ⏻**  and selecting the **Settings** icon.








1. Select the “Settings” icon from the Quick Menu window or press  on the remote.
2. Use the  and  buttons to scroll through the available Settings categories.
3. Press  to access the options within each category, or press  to select a different category.
4. Use the  or  buttons to highlight the desired option.
5. Press  to access the highlighted function or open its sub-menu.

Display

This submenu lets you change the way photos are displayed on the Photo Frame's screen.



1. Select **Display** from the Settings menu to open the Display settings menu, and use the  or  buttons to highlight “Brightness”, “Contrast”, “Fullscreen”, “Optimize My Favorites Image Size” and “Color Mode.”
2. Press  to process modification or enter submenu of the selected item (Brightness and Contrast changes take effect immediately)
 - **Brightness:** press  or  on the remote to fine-tune the brightness of the screen.

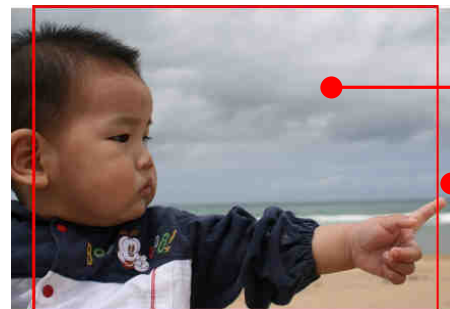
- **Contrast:** Press ◀/▶ to make adjustments to the screen's contrast.



- **Fullscreen:** Press ◀ or ▶ to *enable* or *disable*. If disabled, Photo Frame will preserve the original dimensions of the image on the screen. If enabled, Photo Frame will enlarge the photo to fit the screen, while preserving its original aspect ratio. Depending on its dimensions, some parts of the photo may not be displayed in fullscreen mode. Note: fullscreen is only applied on horizontal photos displayed in landscape orientation or vertical photos displayed in portrait orientation.



Fullscreen disabled










Fullscreen enabled

- **Optimize My Favorites Image Size:** When this option is enabled, the “Add to My Favorites” function will resize all photos to the Photo Frame’s native 800x600 resolution to maximize storage space.
- **Color Mode:** This setting adjusts the color of the Photo Frame’s screen. Highlight Color Mode and press OK to display a preview image of what your photos will look like. Use the ◀ or ▶ keys to choose between the three Color Modes: *Natural*, *Standard*, and *Vivid*, then press OK to confirm.

3. After making your adjustments, press **OK** to save.

NOTE:

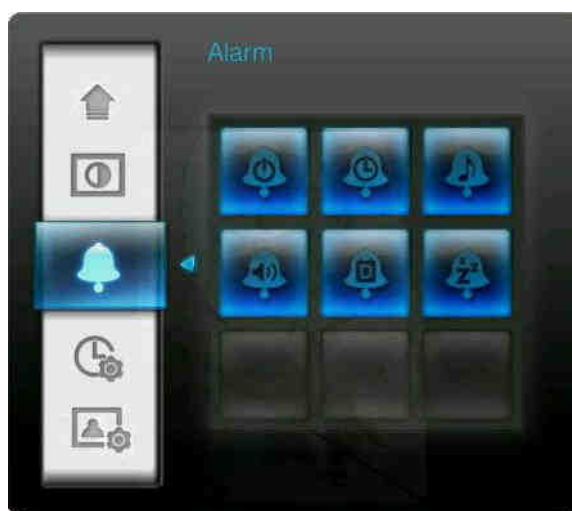
The Photo Frame always preserves the *original aspect ratio* of all images based on each picture file’s orientation information (EXIF), and NEVER stretches them to fill the entire screen. An easy, distortion-free way to remove the black bars from the top/bottom or sides of an image is to use the Fullscreen option mentioned above, or the **Zoom** function. The way photos are displayed depends on the Photo Frame’s orientation (see graph below)

Detected Photo Type (EXIF)	Horizontal		Vertical	
Fullscreen Mode Photo Frame Orientation	Disabled	Enabled	Disabled	Enabled
Landscape (A)				
Portrait (B)				



Alarm

The alarm function lets you use your Photo Frame like an alarm clock – you can even wake up to your favorite MP3 song in the morning.



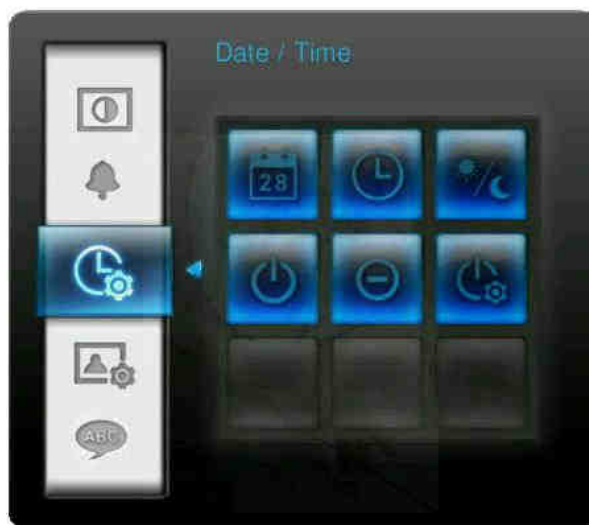
1. Select **Alarm** from the Settings menu, and use the / or / buttons to highlight *alarm on/off*, *alarm time*, *alarm sound*, *alarm volume*, *alarm mode* or *sleep timer*.
2. Press to modify the selected item.
 - **Alarm On/Off:** Enable (on) or disable (off) the alarm.
 - **Alarm Time:** Press or to switch between hour and minute, and or to adjust the value. NOTE: “24H” or “AM/PM” can be changed in “Settings > Date/Time > 12H/24H”
 - **Alarm Sound:** Press / or / to select from a choice of five default alarm sounds or your own personalized “**Music Alarm**” (can be any song you want). The “**Music Alarm**” sound can be chosen in: Music > Options > Set as Music Alarm.
 - **Alarm Volume:** Press or to adjust the alarm volume.
 - **Alarm Mode:** This function allows you to adjust how often you want the alarm to go off. You can select from 4 reoccurring alarm modes: Daily (Default), Weekdays, Weekends, and Once.

- **Sleep Timer:** Press ◀/▶ or ▲/▼ to enable a sleep timer to shutdown the Photo Frame after a specified amount of time. Available options are: 15 / 30 / 45 / 60 / 90 / 120 minutes and *Disable*. You can also enable the sleep timer by pressing ⌚ on the remote. When the specified time is about to expire, a “**Press [SLEEP] button on remote to disable**” message will appear. NOTE: To set Photo Frame to turn on or off automatically on a daily basis, please use the “Auto-ON/OFF” feature in: Settings > Date / Time > Auto ON/OFF

3. After making adjustments, press **OK** to save.

Date / Time

This option lets you adjust the current date and time and set your Photo Frame to automatically turn on and off every day at a specific time. The Auto-ON/OFF timer is a convenient way to save power at night.



1. Select **Date/Time** from the Settings menu, and use the ◀/▶/▲/▼ buttons to select between current date, current time, 12H/24H, auto-on, auto-off or auto-on/off timer.
2. Press **OK** to modify the selected item.
 - **Current Date:** Press ◀ or ▶ to select between *year*, *month* or *day*, and press ▲ or ▼ to adjust the value.
 - **Current Time:** Press ◀ or ▶ to select *hour* or *minute* and ▲ or ▼ to adjust the value.



- **12H / 24H:** Press ◀ or ▶ to switch between 12-Hour (AM/PM) and 24-Hour clock display. This setting affects all time displayed in Photo Frame (alarm, system time, auto-on/off).

- **Auto On at:** Set a daily auto power-on time. Press ◀ or ▶ to select *hour* or *minute* and ▲ or ▼ to adjust the value.
 - **Auto Off at:** Set a daily auto power-off time. Press ◀ or ▶ to select *hour* or *minute* and ▲ or ▼ to adjust the value.
 - **Auto On/Off timer:** Press ◀ or ▶ to *enable* or *disable* the auto power on/off function.
3. After making adjustments, press **OK** to save.



Startup Mode

This option lets you set the default mode (Slideshow, Photo View or Video) that you want the Photo Frame to start using each time it is powered on.



1. Select **Startup mode** from the Settings menu
2. Use the ◀/▶ buttons to select between *Slideshow*, *Photo View* or *Video*.
3. Press **OK** to confirm the new startup mode.



Language

Use this function to change the interface language of Photo Frame (13 languages are currently available). The default language is "English." To change the Language:



1. Select the **Language** option from the Settings menu.
2. Use ◀/▶/▲/▼ buttons to highlight the desired language.
3. Press **OK** to confirm the new language setting. The new setting will be applied immediately.



Restore Defaults

This function is available if you want to reset your Photo Frame's settings. Note: All settings that have been changed will return to the factory defaults.



1. Select **Restore defaults** from the Settings menu.
2. Use the ◀ or ▶ buttons to highlight “Yes.”
3. Press **OK** to confirm.
4. After the process is finished, the Settings menu will be displayed again.



Upgrade Firmware

Use this function to keep your Photo Frame up to date with the latest version from Transcend (available on the Transcend website).



1. Insert a storage device such as SD/SDHC memory card that contains a newer firmware version for your Photo Frame.
2. Select **Firmware upgrade** from the Settings menu and press **OK** to start the firmware detection process. Photo Frame will automatically find the new firmware file.
3. If Photo Frame finds that a newer version of firmware is available, a “Yes / No” selection message will be shown. Press ◀ or ▶ to select “Yes” and press **OK** to perform the system upgrade. If you do not want to upgrade, press “No” to return to the Settings menu.



Note: NEVER remove the power cord or any storage devices while the firmware is being upgraded. If firmware upgrade fails and the Photo Frame will not turn on, please Photo Frame contact Transcend customer support.

Troubleshooting |

If a problem occurs with your Photo Frame please first check the information listed below before sending your Photo Frame in for repair. If you are unable to remedy a problem from the following hints, please consult your dealer, service center, or local Transcend branch office. We also have FAQ and Support services on our websites. For any Hardware issues please consult the Photo Frame User's Manual.

■ **I cannot turn my Transcend Photo Frame on**

Your remote control's battery may be low. Try pressing the power button located on the back of the Photo Frame. If that doesn't solve the problem, please check to make sure your Photo Frame is connected securely to the AC adapter, and that the adapter is plugged into a wall socket.

■ **My computer's operating system cannot detect my Photo Frame**

Check the following:

1. Is your Photo Frame properly connected to the USB port? If not, unplug it and plug it in again. Make sure the USB port is connected on both ends, as shown in the User's Manual.
2. Is your Photo Frame connected to the Mac keyboard? If yes, unplug it and plug it into an available USB port on your Mac Desktop.
3. Is the USB port enabled? If not, refer to the user's manual of your computer (or motherboard) to enable it.

■ **I was using my Photo Frame, now no buttons are responding (hangs/lags/stalls)**

Try unplugging the AC adapter from your Photo Frame, then reconnecting it to your Photo Frame again.

■ **I have connected my Photo Frame to the computer, but the Photo Frame does not appear as a new drive in my operating system**

Verify the AC adapter is connected to your Photo Frame and that the Photo Frame power is turned on. If not, turn it on and then connect the Photo Frame to the computer again. Please make sure your operating system meets the Transcend Photo Frame system requirements described in the "Introduction" section.

■ **My Photo Frame cannot read photos on my memory card or the built-in memory**

1. Make sure the Photo Frame supports the memory card type (SD/MMC/MS).
2. Ensure that the memory card is correctly inserted all the way into its appropriate slot.
3. Edited and deformed photos may not display properly on Photo Frame. Some digital cameras save images into non-standard formats - please check your camera's user manual for specifics.

■ **How can I display video files on my Photo Frame?**

The Photo Frame only displays certain video formats. Please see the Photo Frame FAQ on the Transcend website for instructions how to encode your video files to the Photo Frame's format.

■ **Can I delete files on my USB flash drive or memory card with the Photo Frame?**

The Photo Frame cannot directly delete any files on a USB flash drive or memory card. However, you can connect the Photo Frame to a computer and use the computer to delete files on memory devices that are plugged-in to the Photo Frame.

■ **Why does the time and date reset after unplugging the AC adapter?**

If you unplug the Photo Frame for a long time, its internal backup battery will eventually drain. Typically, the Photo Frame can keep your time and date for about 2~3 days after unplugging the AC power adapter.

Specifications |

Panel:	7" 4:3 TFT LCD, 800x600 pixels
Speaker:	Single 0.5w speaker
USB Interface:	1x standard A-Type, 1x mini B-Type
Internal Storage:	2GB NAND Flash
Data Retention:	Up to 10 years
Navigation:	8 rear-mounted buttons and remote control
Remote Control:	Infrared, NEC protocol
Dimensions:	194mm x 160mm x 29mm
Power Supply:	Input: 100V~ 240V 0.3A, Output: 5V DC 2.0A
Operating Temperature	0°C (32°F) ~ 40°C (104°F)
Image Formats:	DSC JPEG (up to 9000 x 6750), Motion JPEG.
Video Formats:	(AVI & MOV; up to 720x576 @ 30FPS)
Music Formats:	MP3, WMA (Non-DRM), WAV
Supported Music Bit Rates:	32Kbps–320Kbps (MP3) 32Kbps–192Kbps (WMA)
Certificates:	CE, FCC, BSMI
Warranty:	Panel: 1-year, (maximum 4 defective pixels) Device: 2-years

Ordering Information |

Device Description	Memory Size	Transcend P/N
PF730 – White	2GB	TS2GPF730W
PF730 – Black	2GB	TS2GPF730B
PF730 – White (Japan version)	2GB	TS2GPF730W-J
PF730 – Black (Japan version)	2GB	TS2GPF730B-J



Transcend Limited Warranty |

“Above and Beyond” is the standard we set ourselves for customer service at Transcend. We consistently position ourselves to be significantly above the industry norm, which is all part of our commitment to Customer Satisfaction.

All **Transcend information, Inc. (Transcend)** products are warranted and tested to be free from defects in material and workmanship and to conform to the published specifications. During the warranty period should your Transcend Photo Frame fail under normal use in the recommended environment due to improper workmanship or materials, Transcend will repair the product or replace it with a comparable one. This warranty is subject to the conditions and limitations set forth herein.

Warranty Period: The Transcend Photo Frame warranty period is two years from the date of purchase (One-year screen warranty: Within one year of the purchase date, Transcend will replace or repair Photo Frame screens with four or more defective pixels). Transcend reserves the right to determine whether repair or replacement is suitable upon inspection of the product. The decision made by Transcend whether to repair or replace the product will be final. Additionally, Transcend reserves the right to provide a functionally equivalent refurbished replacement product.

Limitations: This warranty does not apply to product failure caused by accidents, abuse, mishandling, improper installation, alteration, acts of nature, improper usage, or problems with electrical power. In addition, opening or tampering with the product casing, or any physical damage, abuse or alteration to the product’s surface, including all warranty or quality stickers, product serial or electronic numbers will also void the product warranty. This warranty only applies to the product itself, and excludes all product accessories, including, but not limited to: card adapters, cables, earphones, power adapters, and remote controls, which must be exchanged within seven days of the purchase date if defective. Transcend is not responsible for recovering any data lost due to the failure of a hard drive device. Transcend’s Photo Frame must be used with devices that conform to the recommended industry standards. Transcend will not be liable for damages resulting from a third party device that causes the Transcend Photo Frame to fail. Transcend shall in no event be liable for any consequential, indirect, or incidental damages, lost profits, lost business investments, lost goodwill, or interference with business relationships as a result of lost data. Transcend is also not responsible for damage or failure of any third party equipment, even if Transcend has been advised of the possibility.

Disclaimer: The foregoing limited warranty is exclusive. There are no other warranties, including any implied warranty of merchantability or fitness for a particular purpose. This warranty is not affected in any part by Transcend providing technical support or advice. Please read Transcend’s Warranty Policy in full to understand your rights.

Transcend Warranty Policy: <http://www.transcendusa.com/Support/Warranty.asp>

Online Registration: To expedite the warranty service, please register your Transcend Product within 30 days of purchase.

Register online at <http://www.transcendusa.com/productregister>

❖ The specifications mentioned above are subject to change without notice.



Transcend Information, Inc.

www.transcendusa.com

*The Transcend logo is a registered trademark of Transcend Information, Inc.

*All logos and marks are trademarks of their respective companies.